



KSHB-TV

# ORDER

Flight Dates **10/31/12-11/06/12**

Contract / Revision **316306 /** **Spenc-Spence for MO Governor 20**

Original Date / Revision  
11/02/12 11/02/12

Advertiser **Spence / Republican / Gove**  
**814 King Street - Suite 400**  
**Alexandria, VA 22314-3039**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400**  
**Alexandria, VA 22314-3039**

Product

Agency Com 15%

Billing Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C31N06**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	58	\$21,823.75	\$25,675.00	0.00	10/29/12	11/06/12	58	\$21,823.75	\$25,675.00
Totals	58	\$21,823.75	\$25,675.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KSHB	10/31/12	11/05/12	Today Show II Today Show II	CM	9-10a	1-111--	:30	4	\$300.00	P-1	0.00 NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	1-111--			4		\$300.00		0.00			
2	KSHB	10/31/12	11/04/12	M-F 10-11a M-F 10-11a	CM	10-11a	--111--	:30	3	\$50.00	P-3	0.00 NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--111--			3		\$50.00		0.00			
3	KSHB	11/05/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-----	:30	2	\$175.00	P-2	0.00 NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	11-----			2		\$175.00		0.00			



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Contract / Revision **316306** Flight Dates **10/31/12-11/06/12** Hiatus Dates  
 Original Date / Revision 11/02/12/ 11/02/12 Order Sep 00:20:00  
 Advertiser **Spence / Republican / Gov** Product **Spenc-Spence for MO Gove** Estimate # **C31N06**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	KSHB	10/31/12	11/04/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	--111--	:30	3	\$40.00	P-3	0.00	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--111--			3		\$40.00		0.00				
5	KSHB	11/05/12	11/06/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	11-----			2		\$150.00		0.00				
6	KSHB	10/31/12	11/04/12	M-F 12-1p M-F 12-1p	CM	12-1p	--111--	:30	3	\$60.00	P-3	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--111--			3		\$60.00		0.00				
7	KSHB	11/05/12	11/05/12	M-F 12-1p M-F 12-1p	CM	12-1p	1-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$100.00		0.00				
8	KSHB	10/31/12	11/04/12	M-F 1-2p M-F 1-2p	CM	1-2p	--111--	:30	3	\$50.00	P-3	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--111--			3		\$50.00		0.00				
9	KSHB	11/05/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	1-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$100.00		0.00				
E 10	KSHB	10/31/12	11/04/12	M-F 3-4p Jeff Probst show	CM	3-4p	--111--	:30	3	\$50.00	P-3	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--111--			3		\$50.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSHB	10/29/12-11/04/12	M-F 3-4p	3-4p		--WThF----	:30		<del>(\$50.00)</del>		0.00	NM		
	See MG 10.4														
	[Network Breaking News]														
	4	KSHB	11/05/12-11/05/12	M-F 3-4p	3-4p		M-----	:30		\$50.00		0.00	NM		
	Ⓜ MG for 10.1 10/31														
11	KSHB	11/05/12	11/05/12	M-F 3-4p Jeff Probst show	CM	3-4p	1-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$250.00		0.00				
12	KSHB	10/31/12	11/04/12	M-F 4-430p Jeopardy	CM	4-430p	--111--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--111--			3		\$350.00		0.00				
13	KSHB	10/31/12	11/04/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	--111--	:30	3	\$550.00	P-1	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--111--			3		\$550.00		0.00				
14	KSHB	10/31/12	11/06/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	2	\$750.00	FX	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	MTWTF--			2		\$750.00		0.00				
15	KSHB	10/31/12	11/04/12		CM	430-5p	--111--	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00



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Contract / Revision **316306** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:20:00

Advertiser **Spence / Republican / Gov** Product **Spence-Spence for MO Gove** Estimate # **C31N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 430-5p Action News @ 430PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$325.00		0.00			
16	KSHB	10/31/12	11/04/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	--WTF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					1	\$800.00		0.00			
17	KSHB	10/31/12	11/04/12	Sa Su 5-530p Rotator Sa Su 5-530p Rotator	CM	5-530p	-----SS	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----SS					1	\$400.00		0.00			
18	KSHB	10/31/12	11/04/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	---11--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--					2	\$300.00		0.00			
19	KSHB	10/31/12	11/04/12	M-F Late News M-F Late News	CM	10-1035p	--WTF--	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					1	\$1,300.00		0.00			
20	KSHB	10/31/12	11/04/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$800.00		0.00			
21	KSHB	10/31/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	M-WTF--	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/12	11/06/12	M-WTF--					1	\$1,100.00		0.00			
22	KSHB	10/31/12	11/04/12	Sa 630-7p Sa 630-7p	CM	630-7p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$500.00		0.00			
23	KSHB	11/05/12	11/05/12	Mon 7-9p Mon 7-9p	CM	7-9p	M-----	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$4,500.00		0.00			
24	KSHB	10/31/12	11/04/12	Wednesday Prime A Wednesday Prime A	CM	7-8p	--W----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$1,000.00		0.00			
25	KSHB	10/31/12	11/04/12	Thursday Prime A Thursday Prime A	CM	7-8p	---T---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					1	\$700.00		0.00			
26	KSHB	10/31/12	11/04/12	Thursday Prime C Thursday Prime C	CM	9-10p	---T---	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					1	\$600.00		0.00			
27	KSHB	10/31/12	11/04/12	Friday Prime A Friday Prime A	CM	7-8p	-----F--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **316306** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:20:00

Advertiser **Spence / Republican / Gov** Product **Spenc-Spence for MO Gove** Estimate # **C31N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
27	KSHB	10/31/12	11/04/12	Friday Prime A Friday Prime A	CM	7-8p	----F--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$900.00		0.00			
28	KSHB	10/31/12	11/04/12	Saturday Prime B Saturday Prime B	CM	8-9p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$250.00		0.00			
29	KSHB	10/31/12	11/04/12	Saturday Prime C Saturday Prime C	CM	9-10p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$250.00		0.00			
30	KSHB	10/31/12	11/04/12	NFL PreGame FNIA Football Night in America	CM	6p-715p	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$600.00		0.00			
31	KSHB	10/31/12	11/04/12	NFL Game NFL Game	CM	7-1030p NFL Game	-----S	:30	1	\$2,150.00	P-3	0.00	NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$2,150.00		0.00			
32	KSHB	10/31/12	11/04/12	Notre Dame Notre Dame	CM	Notre Dame	-----S-	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					4	\$250.00		0.00			
													Totals	58	\$25,675.00